

Date: 2-Oct-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**
Candidate: Rothfus
Week of: 9/24 - 9/30
Contract Number: 334140 - 6353074

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
7	1130P-1A Sat	:30	\$850	5	1	\$150	\$700
8	7-815P Sun	:30	\$2,500	5	1	\$600	\$1,900
10	530-8A Sun	:30	\$250	5	1	\$150	\$100

TOTAL REBATE (Gross) \$2,700
(Net) \$2,295.00



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Strategic Media

Client Pol. Rotafus

Campaign/Title Congress

Write-up Date 10/2/12

Requested By D'Avoletti

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 334 140

Explanation of Adjustments by Requestor: LVL

Additional Explanation by _____:

GROSS Amount to be Credited: \$ <u>2700.00</u>	Debited: \$ _____
NET Amount to be Credited: \$ <u>2295.00</u>	Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

2. Local/National Sales Manager: D'Avoletti Approved ☒ Date 10/2/12

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Sagers Loop
Delaware, OH 43205

Contract # 334140

Schedule Dates 09/28/12-09/30/12
Advertiser Pol/K Rothfus/R/Congress (13160)
Agency/T-Code Strategic Media Placement (3469)/157739025
Product Political - Federal Candidate (1067)
Brand POL/K ROTHFUS/R/CON/PA (130629)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE, WHITNEY
Phone/Fax /
CPE 2772
Account Types National/Political
Billing Type Standard
Comments KEITH ROTHFUS 9/27
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/27/12
Last Modified 09/27/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06353074
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,882.50
Net Total \$10,667.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Sep. 2012 9 \$12,550.00
Grand Total: 9 \$12,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:59a- Channel 11 News 6am							1		1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/27/12
2.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)								1		\$275.00		Pittsburgh (WPXI)	SAT 8A-1030A/2	9/27/12
3.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)								1		\$275.00		Pittsburgh (WPXI)	SUN NEWS 8A-10A/3	9/27/12
4.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:30p- 6p (EST)								1		\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6p/4	9/27/12
5.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:59p- Channel 11 News At 6pm M-F								1		\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630p/5	9/27/12
6.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	10:59p- CHANNEL 11 NEWS AT 11P								1		\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/6	9/27/12
7.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	11:29p- NBC SATURDAY NIGHT LIVE							1			\$886.00	\$886.00	Pittsburgh (WPXI)	SNL/7	9/27/12
8.0	Normal Line / Sports-Football	09/30/12-09/30/12	5	:30	6:59p- Football Night In America								1		\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	FNA 7p-815p/8	9/27/12
9.0	Normal Line / Spot	09/29/12-09/29/12	4	:30	10:59p- CHANNEL 11 NEWS AT 11P								1		\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	LATE NEWS/9	9/27/12
10.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	5:30a- 8A (EST)								1		\$250.00	\$250.00	Pittsburgh (WPXI)	NEWS 530A-8A/10	9/27/12
11.0	Normal Line / Spot	09/30/12-09/30/12	4	:30	11:30p- Channel 11 News Following Football 1130P								1		\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	NEWS FLW FOOTBALL 1135P-1235A/11	9/27/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.